

Attachment C

Example of Typical Powerpoint Presentation

**TYPICAL EXAMPLE OF UPSTATE
RAILCONNECT COMMITTEE
PRESENTATION**

**The Humboldt Bay
Alternative Rail Route
Feasibility Study**

*Simply Vetting An Idea
Through the UpState RailConnect
Committee*

*Eureka Rotary
May 12, 2014*

Why Should Such an Idea Be Considered?

Not just an infrastructure improvement, it is much more
than that....

Excerpts from a letter to Mayor Frank Jager from Dr. Rollin Richmond,
President, Humboldt State University, June 8, 2012, states....

"Our region suffers from poor transportation and the
consequences of this for our economy are apparent". The
California Center for Rural Policy recently concluded that:

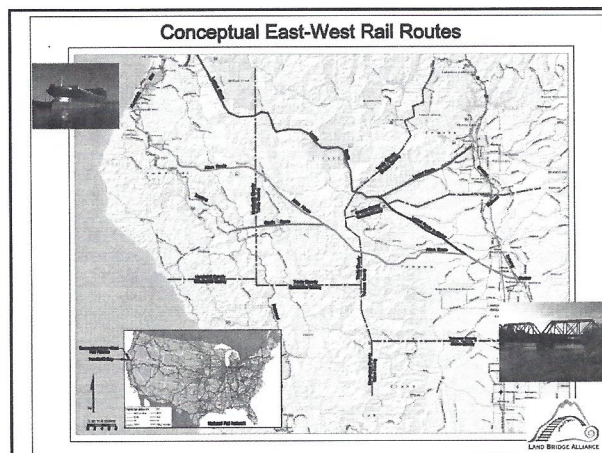
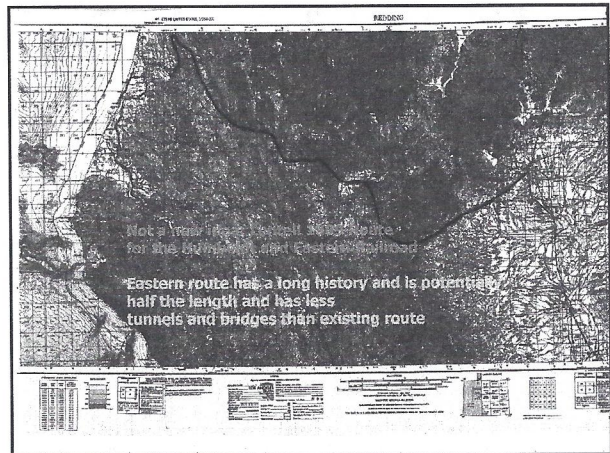
- "Poverty rates are higher in the Redwood Coast Region
than the U.S. and California
- Compared to California and the U.S., our region has
higher poverty rates for every race."

When did this Effort Start

- In December 2011, a grass-roots citizen-led
effort brought the alternative rail route
concept to connect Humboldt Bay's harbor to
the national rail network into the spotlight.
- In January 2012, the City of Eureka began an
effort to inform other governmental agencies
of the concept.

Why an Alternative Rail Concept Now?

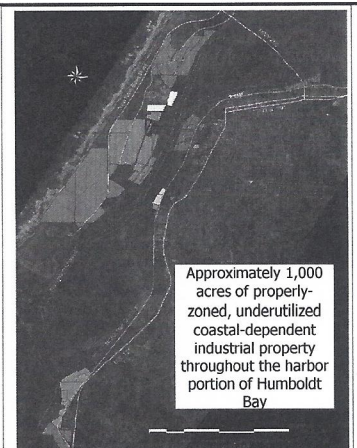
- No rail service for more than 10 years resulting in the loss of multiple business opportunities.
- No timetable for restoring rail service to Humboldt Bay.
- Economic modeling has shown that Humboldt Bay's harbor has capacity for up to 10x its current level of activity.
 - 5 million tons/year modeled
 - 0.4 million tons in 2013



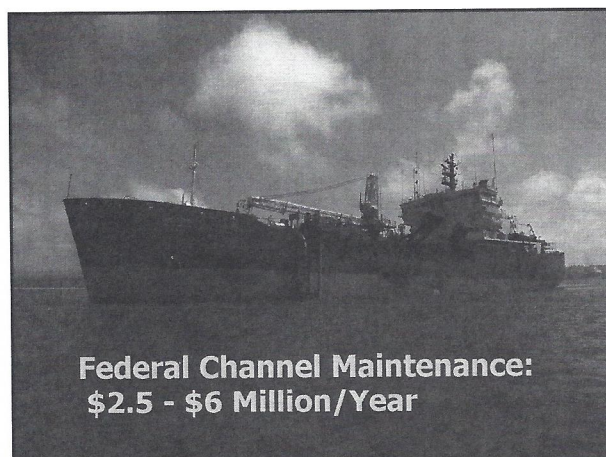
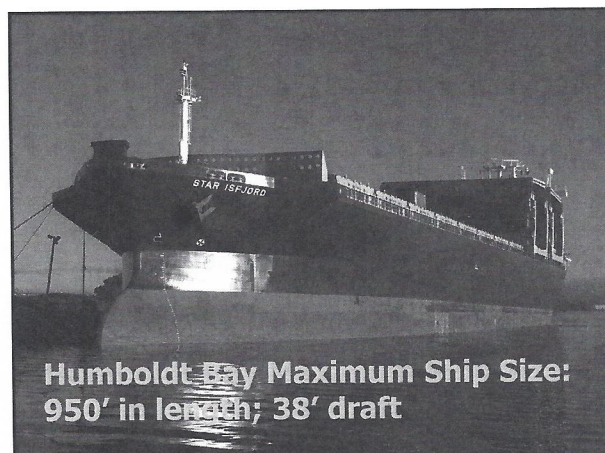
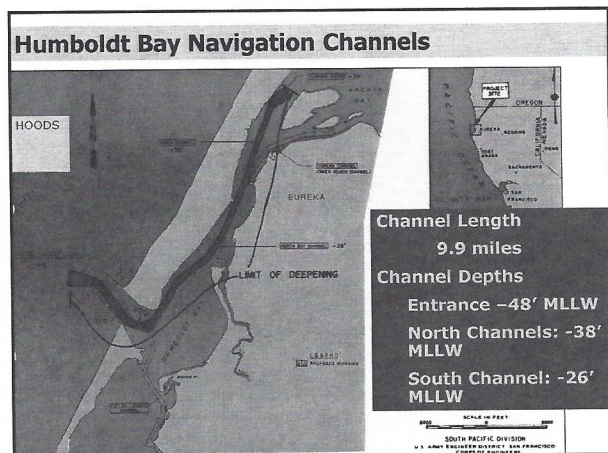
Humboldt Bay IS an active harbor

Humboldt's harbor has:

- Deep water channels
- Underutilized water-dependent property
- 7 underutilized shipping docks
- Skilled workforce
- Tax incentives
- Necessary transportation links exist (although some are inactive)



Approximately 1,000 acres of properly-zoned, underutilized coastal-dependent industrial property throughout the harbor portion of Humboldt Bay



Humboldt's Harbor IS an Underutilized Asset

- Comparing total tonnages of all 11 deepwater public seaports in California for the year 2002 with the tonnages from 2012, the combined total growth is 34%
- During the same time, Humboldt Bay's harbor decreased in tonnage by 91%

Source: Pacific Maritime Association

**The Lack of Growth Can Be Attributed
Primarily to:**

Poor Inland Transportation Links

- Steady modification of highways to modern truck standards
- Northwestern Pacific Railroad out of service since 1999 with no repair in foreseeable future making Humboldt Bay's harbor the only deepwater public port in California without active rail service.

**Would a Railroad Have Made a Difference?
Missed Opportunities Say – YES!**

- Automobile Exports
 - 3 ships/week lost to another port = approx. \$21,439,500 loss of economic value/year to community (excluding District and rail income)
- Wind Energy Equipment Imports
 - Estimated loss of 30 ships for entire project = approx. \$4,287,900 loss of economic value to community (excluding District and rail income)
- Iron Ore Export
 - Estimated loss of 60 ships per year = approx. \$16,465,800 loss of economic value/year to community (excluding District and rail income)

Results of Initial Outreach

- In less than a year, the City of Eureka garnered support from 37 government agencies, labor, business, education, law enforcement and citizen groups representing a vast portion of Northern California.

UpState RailConnect Committee

In order to coordinate this regional study, there was a need to form a regional oversight group – the UpState RailConnect Committee.

UpState RailConnect Committee formed October 16, 2012 through a Memorandum of Agreement (MOA) between:

- City of Eureka
- County of Humboldt
- County of Trinity
- County of Tehama
- Upstate California Economic Development Council
- Northern California Tribal Chairmen's Association

UpState RailConnect Committee

UpState RailConnect Committee was formed to oversee:

- a) Public outreach and development of the scope of work for the feasibility study
- b) Obtain funding for the feasibility study
- c) Retain a consultant to complete the feasibility study
- d) Oversee consultant activities
- e) If feasible, the Committee will use feasibility study results to identify capital and investors

What is the Purpose of UpState RailConnect Committee's Feasibility Study

The intended purpose of the Feasibility Study is to provide public decision makers and private investors with a package of information on which to make informed investment and business decisions

UpState RailConnect Committee Accomplishments to-date

1. More than 50 letters of support from a vast portion of Northern California
2. Made more than 30 presentations to civic groups, agency representatives and elected officials throughout Northern California.
3. Applied for Community Based Transportation Planning grant in 2013 and USDOT TIGER grant in April 2014
4. Submitted comments to the State Rail plan in 2013
5. Included as an "Action" item in the North State Super Region's NorCal Economics for Transportation Report
6. Supported formation of the non-profit Land Bridge Alliance
7. Produced and distributed two newsletters
8. Adopted a Scope of Work and a draft RFP.

Feasibility Study Support State and Local Government

CalTrans
City of Eureka
City of Fortuna
City of Rio Dell
County of Humboldt
County of Tehama
County of Trinity
Wiyot Tribe
Northern California Tribal Chairs Association
Humboldt County Association of Governments
Humboldt Bay Harbor, Recreation and Conservation District

Feasibility Study Support

Federal Government

Six Rivers National Forest
Shasta-Trinity National Forest

Feasibility Study Support

Law Enforcement

Humboldt County Sheriff's Office
Eureka Police Officers Association
Humboldt Deputy Sheriff's Organization

Feasibility Study Support

Education

Humboldt State University
Humboldt County Office of Education
CSU Chico, Center for Economic Development

Feasibility Study Support

Labor

Building and Construction Trades Department of the American Federation of
Labor – Congress of Industrial Organizations
State Building and Construction Trades Council of California
Central Labor Council, AFL-CIO
International Longshore and Warehouse Union, Local 14
Building and Construction Trades Council of Humboldt and Del Norte
Counties
Bricklayers and Allied Craftworkers Local No 3, California
Operating Engineers Local Union No. 3

Feasibility Study Support Business Interests

Orland Chamber of Commerce
 Greater Oroville Chamber of Commerce
 Corning, California Chamber of Commerce
 Sierra Pacific Industries
 Union Pacific Railroad
 Tehama County Farm Bureau
 Upstate California Economic Development Council
 California Association for Local Economic Development
 Eureka Chamber of Commerce
 Schneider Dock
 Green Diamond Resource Company
 The California Redwood Company
 Humboldt Redwood Company
 Northwestern Pacific Railroad
 Humboldt Association of Realtors
 Humboldt Cattlemen's Association
 California Marine and Intermodal Transportation Advisory Council
 North State Super Region

Feasibility Study Support

Other Supporters

East-West Rail Advocates
 Land Bridge Alliance
 Rail and Port Infrastructure Task Force
 Humboldt Bay Harbor Working Group
 Military Officers Association of America

Adopted Scope of Work

- Task 1: Literature Review
- Task 2: Identify Potential Routes
- Task 3: Land Ownerships
- Task 4: Economic Benefit to the Entire Rail Corridor
 - Task 4.1: Assessment of Market Potential
 - Task 4.2: Assessment of Direct, Indirect and Induced Beneficiaries
 - Task 4.3: Assessment of Impacts to Ports
- Task 5: Governance
- Task 6: Conceptual Engineering
- Task 7: Homeland Security
- Task 8: Additional Uses of the Right-of-Way
- Task 9: Estimated Permitting Needs
- Task 10: Identify Environmental Issues and Mitigations
- Task 11: Identify Known Cultural Resources
- Task 12: Estimated Development Costs and Timelines
- Task 13: Public Outreach
- Task 14: Final Report

UpState RailConnect Committee 2014 Task List

With organizations formed; vast public support obtained; initial outreach efforts concluded; and a Scope of Work defined, in 2014, the UpState RailConnect Committee will focus its efforts on:

- Obtaining \$300,000 to complete the Alternative Rail Route Feasibility Study.
- If funded, the UpState RailConnect Committee will oversee the production of the final RFP, consultant advertising, consultant selection and consultant oversight.
- Continuing to make presentations and gather support for the study.

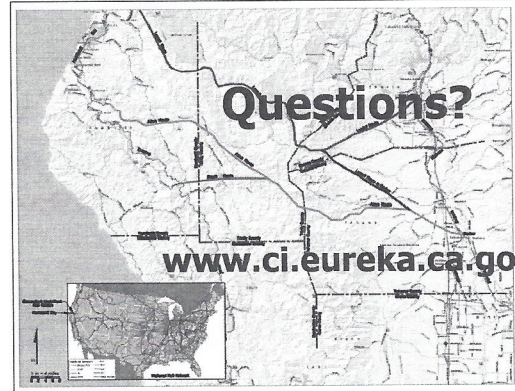
Why Support the Feasibility Study?

Excerpts from a letter to Mayor Frank Jager from Dr. Rollin Richmond, President, Humboldt State University, June 8, 2012 states....

"The decline in the fishing and lumber industries means that we must develop other businesses and make use of our wonderful Humboldt Bay."

... "The construction of a new rail line will require significant investment and thus the study you are proposing is critical to its potential success."

Conceptual East-West Rail Routes



TYPICAL EXAMPLE OF UPSTATE
RAILCONNECT COMMITTEE
MEETING PRESENTATION

2. Public Comment

This is the time for members of the public who wish to be heard on matters that do not appear on the Agenda. Each speaker is limited to three (3) minutes. Such time allotment or portion thereof shall not be transferred to other speakers. The public will be allowed to speak concurrently with the calling of an agenda item following the staff presentation of that item.

***UpState RailConnect
Committee***

***April 2, 2014
Weaverville, CA***

3. Agenda Review

Introductions
Public Comment
Review of Agenda
Approval of minutes from January 15, 2014 meeting (action anticipated)
Discussion on Feasibility Study funding progress (action anticipated)
Development of a 2014 Task List and Strategy for the Committee (action anticipated)
Future Committee Staffing and Funding Plan (action anticipated)
Legislative Outreach Progress in the Sacramento Valley (action anticipated)
Reports
 Staff
 Humboldt/Eureka representatives
 Trinity representatives
 Tehama Representatives
 UpState California Economic Development Council representatives
 Northern California Tribal Chairmen's Association representatives
Task Assignments/Items for Next Agenda
Next Meeting/Adjourn

**4. Approval of minutes from
January 15, 2014 meeting**

USDA Rural Communities
EDA
CalTrans Partnership Grant
CalTrans CBTP Grant
HCAOG
Headwaters
TIGER

**5. Discussion on Feasibility
Study Funding Progress**

**6. Development of a 2014
Task List and Strategy for the
Committee**

UpState RailConnect Committee Accomplishments to-date

1. City of Eureka begins an effort to explore feasibility of an alternative rail route – January 17, 2012
2. City of Eureka explores public agency, business, labor and citizen support for feasibility study
3. *UpState RailConnect Committee* formed October 16, 2012 and funded through \$25,000 CDBG grant (City of Eureka is applicant)
4. More than 50 letters of support from a vast portion of Northern California
5. Made more than 30 presentations to civic groups, agency representatives and elected officials throughout Northern California.
6. Applied for Community Based Transportation Planning grant in 2013
7. Submitted comments to the State Rail plan in 2013
8. Included as an "Action" item in the North State Super Region's NorCal Economics for Transportation Report
9. Supported formation of the non-profit Land Bridge Alliance
10. Produced and distributed two newsletters
11. Adopted a Scope of Work and a draft RFP.

UpState RailConnect Committee 2014 Task List

With organizations formed; vast public support obtained; initial outreach efforts concluded; and a Scope of Work defined, in 2014, the UpState RailConnect Committee will focus its efforts on:

1. Obtaining \$300,000 to complete the Alternative Rail Route Feasibility Study.
2. Continuing to make presentations and gather support for the study.
3. If funded, the UpState RailConnect Committee will oversee the production of the final RFP, consultant advertising, consultant selection and consultant oversight.

UpState RailConnect Committee

UpState RailConnect Committee was formed to oversee:

- a) Public outreach and development of the scope of work for the feasibility study
- b) Obtain funding for the feasibility study
- c) Retain a consultant to complete the feasibility study
- d) Oversee consultant activities
- e) If feasible, the Committee will use feasibility study results to identify capital and investors

2014 Task List and Strategy

1.

7. Future Committee Staffing and Funding Plan

9. Reports

- Staff
- Humboldt/Eureka
- Trinity
- Tehama
- UpState California Economic Development Council
- Northern California Tribal Chairmen's Association

8. Legislative Outreach Progress in the Sacramento Valley

Staff Report

**Jan 16 – Northern California Economic
Forecast Conference**

**Feb 18 – Met with Senator Boxer's
Staff regarding Federal grant
opportunities**

**March 19 – Met with various Caltrans
representatives**

**March 27 – made presentation to
HCAOG Board**

Requests of HCAOG – 3-27-2014

1. Take action to write a letter supporting the Alternative Rail Route Feasibility Study
2. Take action to support future grant applications for the Alternative Rail Route Feasibility Study
3. Consider HCAOG funding for the Alternative Rail Route Feasibility Study
4. Take action to request broader engagement in the Alternative Rail Route Feasibility Study by the North State Super Region
5. Edit the draft Regional Transportation Plan to include the status of the Alternative Rail Route Feasibility Study process.

Conceptual East-West Rail Routes



10. Task Assignments/Items for Next Agenda

A. ?